



WEWS

ORDER

Print Date 10/22/12

Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315216 /**
Original Date / Revision
 10/18/12 10/22/12
Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Product
OFA Sked C Week 10.23-10.29.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1904**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	44	\$60,167.25	\$70,785.00	0.00	10/01/12	10/28/12	44	\$60,167.25	\$70,785.00
November 2012	14	\$36,932.50	\$43,450.00	0.00	10/29/12	10/29/12	14	\$36,932.50	\$43,450.00
Totals	58	\$97,099.75	\$114,235.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/28/12	10/28/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	1		\$35.00		0.00						
N 2	WEWS	10/23/12	10/29/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00



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Print Date: 10/22/12

Page 2 of 4

Contract / Revision 315216 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/22/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked C Week 10.23-10. Estimate # 1904

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/23/12	10/29/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	1		\$250.00		0.00					
N 3	WEWS	10/23/12	10/29/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	2		\$650.00		0.00					
N 4	WEWS	10/23/12	10/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	2		\$650.00		0.00					
N 5	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$700.00		0.00					
N 6	WEWS	10/27/12	10/27/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$550.00	P-2	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	-----S-	1		\$550.00		0.00					
N 7	WEWS	10/27/12	10/27/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	-----S-	1		\$900.00		0.00					
N 8	WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	-----S	1		\$900.00		0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	WEWS	10/23/12-10/29/12	SU GMA 8-9A	8-9a	-----Su	:30	(\$900.00)	0.00	NM			
		See MG 24.2,24.3,24.4,24.5,24.6 [N/A ON ENTRY]												
N 9	WEWS	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$650.00	P-2	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$650.00		0.00					
N 10	WEWS	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$650.00	P-2	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$650.00		0.00					
N 11	WEWS	10/23/12	10/29/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,200.00		0.00					
N 12	WEWS	10/23/12	10/29/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,000.00		0.00					
N 13	WEWS	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$650.00	P-2	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Print Date: 10/22/12

Page 3 of 4

Contract / Revision **315216** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 10.23-10.** Estimate # **1904**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	4		\$650.00		0.00						
N 14	WEWS	10/23/12	10/29/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$1,000.00		0.00						
N 15	WEWS	10/23/12	10/29/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$1,000.00		0.00						
N 16	WEWS	10/23/12	10/29/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,000.00		0.00						
N 17	WEWS	10/23/12	10/29/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$1,200.00		0.00						
N 18	WEWS	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$1,800.00		0.00						
N 19	WEWS	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$1,200.00		0.00						
N 20	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/23/12-10/29/12		M-F 730-8P		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
See MG 24.2,24.3,24.4,24.5,24.6															
[N/A ON ENTRY]															
2	WEWS	10/23/12-10/29/12		M-F 730-8P		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
See MG 24.2,24.3,24.4,24.5,24.6															
[N/A ON ENTRY]															
N 21	WEWS	10/29/12	10/29/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-----	1		\$18,000.00		0.00						
N 22	WEWS	10/29/12	10/29/12	Monday Prime C CASTLE	CM	10-11p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-----	1		\$14,000.00		0.00						
N 23	WEWS	10/23/12	10/23/12	Tuesday Prime A DWTs Results	CM	8-9p	-T-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-T-----	1		\$18,000.00		0.00						

